

ONLY 18 MORE  
DAYS TO MAKE  
DECEMBER OUR  
GREATEST  
MONTH!

**Final Christmas Tips — Page 3!**

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# Publix Opinion

The Official Voice of Publix

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of December 13th, 1929

No. 14

## NEW COST-CONTROL COMMITTEE ENCOURAGES SENSIBLE SPENDING

### COLLECT AND CO-ORDINATE BRAINPOWER OF CIRCUIT

Recently, Mr. Katz, at a meeting of his executive cabinet, directed every member thereof to set aside definite hours each week for creative thinking in connection with the company generally, and his individual department particularly. He inaugurated in his own office, a "New Thought Basket," into which will flow the best mental efforts of the cabinet membership.

In doing this, Mr. Katz has set an example for every operation within Publix, which should eagerly be seized upon, and explicitly followed.

There is no reason in the world why every theatre manager cannot inaugurate exactly the same system in his own theatre. Similarly, there is no reason why every district manager cannot inaugurate the same plan so that the best creative effort of theatres in his district, will flow into his horizon. District managers would do the same in presenting their ideas to division directors, and since all division directors have membership in Mr. Katz' Executive Cabinet, Mr. Katz would thus get "the brainpower" of the circuit, in a broken-up manner that could easily and quickly be digested by him.

Mr. Katz is a busy man, with demands upon his time and thoughts that do not face the rest of us. With men of experience and training in this business standing between each operation and himself, somewhere along the line, any worthy thought or idea is bound to find its proper level. In this connection, Your Editor calls attention to the fact that many "ideas" which occur to a person "for the first time," and are original with that person, might still be "old stuff" to a

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### Idea to Enhance Campaign Vigor

A good idea from Executive Vice-President Sam Dembow, Jr., is being hailed with delight by Publix showmen. By Mr. Dembow's direction, all premieres of pictures in the Publix circuit hereafter will be indelibly registered upon the consciousness of the local management of the theatre playing same, by telegraphic advice from Mr. Saal. An exceptionally vigorous and intelligent ticket selling campaign will be expected.

Moreover, this campaign will be mounted with particular care in a special individual book, and rushed to the Office, with the local advertiser's explanatory remarks, advice, etc. It will then

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### January 3 Jinx-Week

While you're holding the fort and fighting the slump enemy in December — the good news filters thru that past experience proves that the first week in January is usually a weak-sister. So after you've gotten your breath following your SPECIAL NEW YEAR'S EVE MIDNIGHT SHOW, and have slept off its effects, shoot a few attention-bombs that will bring customers to your theatre during the week starting January 3.

### PUBLIX ON RAMPAGE AS DECEMBER PROFITS RISE

Judging by the box office reports from various points in the circuit, and the tear sheets, campaign reports and ballyhoo samples pouring into the office of PUBLIX OPINION, the legions of Publix have risen like one man and are fighting tooth and nail against the annual December bugaboo which, so far, has been knocked for a distinct loss.

The bread cast upon the water by PUBLIX OPINION in the form of exploitation suggestions, stunts and tip-offs for the December Drive, have come back amply buttered. For, nearly every suggestion that this publication has made,

no matter how difficult it may have appeared, has come back to us as an accomplished act. Evidently, the boys in the field are on their toes and not letting a single bet go by.

Once again we repeat the ad-  
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### That Last Smash!

For a final, smashing, money-getting effort on your DECEMBER DRIVE, present a SPECIAL NEW YEAR'S EVE MIDNIGHT PERFORMANCE in your theatre. Charge double admission, but put on a show that is worth the money. Do it with local talent, but get GOOD talent!

On New Year's Eve, everybody wants to go where the crowds are. The thousands who don't want to spend a lot of money on a cafe party, want to go to a show.

Have ten minutes of "Hot Community Singing," led by someone who knows how—a local personality. Maybe the mayor or some other gent of personality who likes to be a good fellow before big crowds, would LOVE to be your FREE master of ceremonies, and introduce a few good kid-acts.

Get some paper hats and a few hundred noise-maker-toys to give away. You can get them cheap in quantities.

ADVERTISE your midnight show on your screen—in special SCHOCKER POSTERS, and in your daily newspaper ads from Xmas to New Year's day.

Don't try to stage an elaborate stage show, or you'll encounter all the difficulties that production entails. Maybe you can hire an expert to do it for you for \$25 who will also hustle some good local talent. Usually a woman who runs a kids' dancing school can do it great, and can get the kids to promote their parents into furnishing appropriate costumes.

If you have to have an alibi, which you don't, as a last resort, you can offer 5% of your gross profits (don't advertise the amount or percentage) to a local charity. Hundreds of Publix theatres are staging midnight shows. You can do it too. No reserved seats. First come, first served. Clear the house at 11 o'clock. By the way, you can get holiday prices all day and night, Dec. 31, too.

### MR. DEMBOW INAUGURATES SANE SCHEME TO OBVIATE FRENZIED ECONOMY DRIVE

Publix personnel is cheering the newest organizational innovation today, as revealed by an announcement from Executive Vice President Sam Dembow, Jr., who has inaugurated the effective operation of a "cost-control committee," designed to encourage sensible spending.

### PARAMOUNT TO OFFER FINEST PRODUCT

Presided over by Sidney R. Kent and with Division Managers John Clark and George J. Schaefer, in charge, the annual convention of Paramount district and branch managers was brought to a close last Saturday after a two day session in the Roosevelt Hotel, New York.

Addressed by Mr. Zukor, Mr. Kent, Mr. Lasky, Mr. Katz, and others, more than 50 members of the distribution department and home office executives listened to discussions on the sales policy for the coming six months and also to an outline of the new pictures to be released in the Spring group.

In his talk, Mr. Zukor predicted a brilliant future for Paramount-Publix.

"Never was the outlook for record grosses in the theatres so favorable," he said. "And never has Paramount's production organization lined up so fine a group of outstanding pictures as will be released during the coming months. Never have Paramount's relations with the trade and the public been so happy as now. Never have I been more optimistic about the future of all branches of the motion picture business than I am today."

Following Mr. Kent's introductory message on the first day of the convention, Jesse L. Lasky, first vice president in charge of production, spoke in detail about the product for the next six months.

"In co-operation with the theatre and sales departments, and after a study of outstanding box-office successes for the first period of the year, we are able, because of the tremendous changes in the manner of making pictures, to re-arrange and adjust our coming schedule to give the maximum in box-office value.

"Taking our cue from such outstanding parcels of entertainment as 'The Love Pa-

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This committee, with Mr. Dembow as its chairman, is composed of the following Home Office executives:

PAUL RAIBOURN, Departmental salary costs. FRED METZLER, Traveling expenses, telegram and telephone costs, etc.

L. J. LUDWIG, Unabsorbed overhead, warehouse expense, payroll increases and additions.

M. J. GOWTHORPE, Petty cash, supplies, miscellaneous.

JOSEPH WALSH, Maintenance items, postage.

In addition to the foregoing, department heads will have ex-

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### PUBLIX ROCKS BROADWAY!

Three of the four Publix theatres on Broadway broke house records on the week ending Dec. 6, and were the storm centers of this busy thoroughfare to which all ticket-buyers seemed destined. They are:

1. Rivoli—"Taming of the Shrew." This picture topped the previous house record, held by Fairbanks in "Man in The Iron Mask" by \$236.

2. Rialto—"Trespasser." Broke the fourth week's record of that "House of Hits."

3. Criterion—"Love Parade." Knocked this house's weekly record into a cocked hat the first six days. "Variety" says: "This attraction is easily No. 1 in any call for \$2 talkers."

The Paramount, Publix' fourth house on Broadway, rolled up a big gross on the second week of "Saturday Night Kid" which, together with the tremendous first week of the same picture almost averaged a record for that huge theatre, too.



# SANE SCHEME ENCOURAGES ECONOMY

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officio membership in the committee.

"In organizing our cost-control in this manner," declared Mr. Dembow "we eliminate any frenzied or ill-advised "economy drives" or "efficiency experts," and at the same time have sanely ordered justification for every expenditure.

"We hope thru the sensible scrutiny of expenditures, to make available funds for purposes that everyone would like to see them used for, namely, expansions and operation helps.

"All plans and ideas, at their inception, will be presented to the committee. The cost angle will be considered to determine its value on the basis of its ratio of costs to results.

"The committee will not act as an organization to conduct an "economy drive," continued Mr. Dembow, "nor will there be such a thing, except as it operates regularly in every city, under the supervision of local management.

"However, it is possible to sanely effect economies in many places, and these will be made after due recommendation from their local point of origin.

"One interesting economy suggested by Mr. Walsh, who has charge of mailing, is that mail go in batches, via air, and be re-distributed at central points. This saves time and money, and eliminates the necessity for many of the telegrams that now go forward from New York.

"Doubtless hundreds of our

# ACTION ON THE CHRISTMAS DRIVE!

Publicity Director Jonas Perlberg and Manager Al Weiss, Jr., of the Publix Florida Theatre, Jacksonville, are two more smart showmen who took PUBLIX OPINION's tip and went after merchant tie-ups for the December Drive. The merchant BOUGHT the tickets for the special children's show referred to below. Not only did they do that but they PAID for the ads, also shown below. In addition to that, they made announcements during the Radio program daily, and placed signs in all their windows.

The two Public showmen staged a parade which, led by the Police Band and Boy Scout Bugle Corps, proceeded to the City Hall where the Mayor greeted Santa Claus and gave him the key to the city. From there, the procession marched to the Florida Theatre where the regular program was held. The merchant furnished balloons, boxes of candy, prizes and souvenirs to make it a gala event. Advance publicity stories and pictures are shown below.

Another tip of PUBLIC OPINION which was put into effect is the herald idea. Thousands of these heralds (shown below) were distributed free. The ads of the merchants took care of the expense.



## USE 'EM IN ADS!

*Here is some good "atmosphere" for your December Drive ads. They not only enhance the appearance of the ads but get your message of big pictures for December across.*



# "NEW THOUGHT" PLAN CORRALS BRAINS

(Continued from page 1)

person of wide travel and experience in this business. However often an old Idea with a new slant or twist becomes a new one, or it might be presented at a most timely moment when its value would be greater than it ever was when originally used.

Letter a Week

So if you're an alert showman, you'll encourage your organization to send in to you, at least one letter a week, offering creative new thoughts. These letters should go thru proper channels. Contributors to Mr. Katz' "New Thought Basket," as a matter of organizational necessity, are confined to the membership of his executive cabinet. However, any member of that cabinet will be glad to present and properly credit any worthy idea and its creator.

This has always been the policy and purpose of PUBLIX OPINION, which is not changed in any manner by Mr. Katz' "New Thought Basket." If you have a good idea that you want to get to Mr. Katz, and it merits publication in PUBLIX OPINION, Mr. Katz will see it, and act upon it as circumstances require.

## IDEA TO ENHANCE CAMPAIGN VIGOR

(Continued from Page One)

be incorporated in home office manuals for each picture, to show what has been done that is worth repeating. Warnings of impending "premieres" will come from district bookers, and after that, the local management will do the rest.

## Showman Outsmarts College Hoodlums

Manager M. A. Baker's annual gratis performance to the students of Notre Dame University before the big game of the season at the Colfax Theatre has again worked out beautifully this year. This smart Publix showman got tired of having his theatre wrecked, ornaments stolen, seats broken,

etc., every year by exuberant students so last year he decided to circumvent that by holding an invitation performance for the team and the students.

Appreciating the courtesy, the students behaved themselves admirably. Not only did Manager Baker's theatre escape injury but he gained valuable goodwill from the student body and the community generally as well as much publicity from the newspapers on the stunt.

## ON THE NEWS STANDS

A week to week news stand tie-up, effected some time ago by Harl A. Wolever of the Publix Piccadilly Theatre in Rochester, N. Y., is working out very satisfactorily. The magazine distributors place 500 of these 11 by 14 cards weekly in their dealers' windows and on street news stands, with NO PASSES given by the theatre. Total cost amounts to about \$15 weekly. This is a sure fire coverage at little cost that could be made in every city.





# DECEMBER PROFITS RISE

(Continued from Page One)

monition made in the last issue —DON'T REST ON YOUR LAURELS—KEEP GOING! The drive is nearly half over but the hardest part is yet to come! Your job is to SELL the greatest number of tickets from now until New Year's Day. SELL 'EM! Use every means at your disposal! KEEP GOING!

On this page, and other pages, are some more tips for you to help make this month the greatest profit period of the year and thus accredit Publix with making more history in the theatre industry.

**Publix Theatres**  
Dallas, Texas

Santa Claus' arrival at Palace to be campaigned in advance, with representatives from theatre, city, and paper at airport to meet Santa Claus coming in from North Pole by airplane. Pictures and stories in papers. (Working)

Have Santa Claus in lobby to meet kids two weeks before Christmas. Tie up with candy company to give out small stockings of Christmas candy to kids under 12. (Santa Set... Candy to be promoted.)

Have large decorated box in lobby two weeks before Christmas, to receive old toys from children, under 12 years of age, who will be admitted to theatre on receipt of same. Toys to be turned over to Community Chest two days before Christmas. Stories and cuts.

Have lobby decorated two weeks before Christmas, with trees, tinsel, bell, etc. If necessary, three weeks advance.

Have celebration on stage and screen on morning before Christmas Day for poor kids. Give out candy at door. Picture for them such as "Peter Pan," "Robinson Crusoe"; Santa and acts from Publix unit on stage in informal entertainment. Have Mayor welcome them to theatre.

**Publix-Saenger**  
New Orleans

1. Santa Claus to give out toys in lobby—arrange with local department store to display their toys and furnish man in costume.  
2. Christmas tree in lobby—to be decorated with ornamental cards bearing names of coming attractions.

Promote gifts from local merchants—have "trade money" printed in denominations of 25c and 50c and \$1.00, cooperating merchants' names on back. This money to be given out in accordance with cash value of tickets, for example: a 25c ticket receives a 25c coupon; two 50c tickets receive a dollar coupon to be given to the lady, etc., on your off night hold auction of gifts on stage; trade money only to be accepted. (This to be run 3 weeks.)

3. Reduced carfares to theatre patrons, by street car company.  
4. Reduced taxifares, 2 for 1 idea to theatre patrons.

5. Cooperative page ad in all papers.

6. Decorate lobby in Xmas attire—contact maintenance department.

7. Get mail-early booklet. See postmaster for distribution by mail-carriers.

8. Classified ad tieup with pass- in local paper, including "shop early" propaganda in ad on the

## CAN'T BE DONE? — NOT MUCH!!

Another swift one tossed over the plate by PUBLIX OPINION and knocked for a homer by City Manager J. P. Hoefler, of Publix-Washington, Orpheum and Belasco Theatres, Quincy, Ill. Hoefler got the local taxi-cab company to pay for this herald in consideration of the back page ad and the local postmaster to have his men distribute it. The upper half of the reproduction below shows the front and back of the herald, the two flaps on the end folding outward to form the front. Below that is shown the inside of the herald. Note the predominance of theatre copy.

**A Merry Christmas**  
for it's a gala season packed with.

**Entertainment Gifts**  
and inaugurating

**A Happy New Year**  
of

**New Show World Attractions**

**Phone 70**  
"CALL A YELLOW"

HOLIDAY MATINEE SPECIAL

Thru an arrangement with Publix Theatres, Matinee-Shopping parties of three or more persons may have Yellow Cab Service to and from the Theatre for a one way charge of 25c per person!

Phone 70, "Call a Yellow," and the driver will take your party to a Publix Theatre for 25c per person. We will give you a return trip ticket which will be stamped by the Theatre Cashier when you purchase your Theatre Ticket. The return ticket entitles you to a FREE trip home after the MATINEE. Just tell the Theatre Cashier when you will be ready to leave and a Yellow will call and take you home!

**Quincy Transfer Co.**

**PUBLIX THEATRES**

THIS

**DECEMBER CALENDAR**

holds the key to holiday happiness that is waiting for you on the

**Talking Screens**

of

**THE WASHINGTON**  
**THE ORPHEUM**  
**THE BELASCO**

**Publix Theatre Tickets**  
are

**Perfect Christmas Gifts**

Give Publix Theatre Tickets to your friends for Christmas! You may purchase as many as you like; have them enclosed in a Public Holiday Envelope, and your gift is ready for you. Just ask the cashier of any Publix Theatre! Your Christmas shopping is made easy for you! And your gifts will carry happiness and greater entertainment to your friends.....!

**THE WASHINGTON**

1-2-3—Betty Compson in "Sweet Girl"  
4-5-6—Gloria Swanson in "The Trespasser"  
7-8-9—Elliot Nugent in "So This Is College"  
10-11-12—George Bancroft in "The Mighty"  
13-14-15—Evelyn Brent in "Broadway"  
16-17-18—The Two Black Crows (Moran & Mack) in "Why Bring That Up"  
19-20-21—Joan Crawford in "Unhatched"  
22-23-24—Bela Daniloff in "Rio Rita"  
25-26-27—Jack Holt in "Flight"

**THE ORPHEUM**

1—Josephine Brown in "Big Time"  
2-3-4—Janet Gaynor in "Four Devils"  
5-6-7—Noah Beery in "The Isle of Lost Ships"  
8-9-10—Matt Tom-Owen Moore in "Slide Street"  
11-12-13—Alfred White in "The Girl from Woodworth"  
14-15-16—Ernest Torrence in "The Unholy Night"  
17-18-19—Joanne Egels in "Jealousy"  
20-21-22—Dorothy Lee in "Skin Deep"  
23-24-25—Evelyn Brent in "Darkened Rooms"  
26-27-28—Doug Fairbanks, Jr. in "The Forward Pass"  
29-30-31—Lloyd Hughes in "The Mysterious Island"  
32-33-34—Janet Gaynor in "Christmas"

**THE BELASCO**

1-2—H. B. Warner in "The Gambler"  
3-4—Leatrice Joy in "A Most Immoral Lady"  
5-6—The Vikings in "Natural Color"  
7-8—Oliver Borden in "Half Marriage"  
9-10-11—Bonnie Love in "The Girl in the Show"  
12-13-14—Edward Everett Horton in "The Day"  
15-16—Rod LaRocque in "The Delightful Rogue"  
17-18-19—Ann Harding in "The Private Affairs"  
20-21-22—Ken Maynard in "The Wagon Master"  
23-24—Morton Downey in "Lucky in Love"

**Shop and Send! Before Dec. 15**

as an extra inducement to bring you down town

**Publix Theatres**

will present exception-ally powerful enter-tainment during the month of December

Refresh yourself before and after shopping by seeing these great shows at your Publix Theatres.

Choice seats at bargain matinee prices — the worlds finest entertainment await you!!!

9. Tieup with department stores for Xmas gifts to their first ten customers; daily passes for theatres. They in return to give you space in their ads to equal cash value of tickets.

10. Arrange some sort of stunt that will plug the local charity that your local newspaper is sponsoring. This is a sure space grabber.

11. Tie-up with local dairy. Copy to read:

For **HEALTH** drink .....s Dairy Milk every morning — 100% pure!

For **PLEASURE** attend the ..... theatre in the afternoon—100% entertainment!

**Tivoli Theatre**  
Richmond, Indiana

Manager G. T. Gallagher writes, "The country is in the grip of a Yo-Yo Top craze, and some towns are staging these contests. I am weighing the advisability of holding a series of these contests here."

**Publix-Great States**  
Chicago, Ill.

"An Ace in the Hole," M. M. Rubens calls the following proposal for promoting ticket sales around Christmas time.

Printed postcards with holly borders will be sent to owners and managers of offices and factories that do not have merchandise of their own to sell. These postcards will notify the employer that theatre tickets in any quantity can be purchased as gifts for employees. This is an extension of the "Theatre Tickets for Christmas Gifts" idea.

Two other angles not to be overlooked are the "Homecoming" and "Welcome Home" angles. Students have an opportunity to spend

their holiday vacations at home, and the theatre can very easily arrange certain college night performances. The theatre can also build a "Meet Your Homecoming Friends in a Publix Theatre" campaign.

**Publix Great States**  
Madeline Woods

Manager R. A. Howard of Chicago Heights has made a tie-up with a local jewelry store to give away a \$350 diamond ring on New Year's Eve at the midnight show. The diamond is called a "Blue-bird Diamond." Mr. Howard is of the belief that any dealer handling Blue-bird Diamonds will lend the same co-operation as the Blue-bird people are enthusiastic about the tie-up. It would be greatly to your advantage to investigate immediately to learn what jewelry store handles Blue-bird Diamonds.

District Manager Tom Ronan and the managers of his district have effected a tie-up with clothing stores whereby over \$100 in merchandise will be given away in each town on Christmas Eve. A Santa Claus drawing contest is already in full swing. Also, an "Old Fiddlers' Contest." Concentrated drive being made to sell tickets as Christmas gifts with merchants, factories and other employers being contacted to purchase and give away theatre tickets to their employees as Christmas gifts.

Great merchant tie-up reported in E. St. Louis by District Manager Henry Stickelmaier based on movement to trade in that town.

Quincy got out programs showing what is going on in the theatres during the month, including sales talk for Christmas tickets, "Shop and Send Early" and matinee copy. The back of the program contains an ad from the yellow cab company which reads:

Thru an arrangement with Publix Theatres, Matinee-Shopping parties of three or more persons may have Yellow Cab Service to and from the Theatre for a one way charge of 25c per person!

Bloomington is a hive of activity with toy shows, free show for children of institutions and a big tie-up with the newspaper for annual Christmas party which gets the theatre loads of publicity. Tie-up made with the street car company which will use banners on all cars reading:

Ride the cars—beat the bad weather — remember December —big show month of Publix Theatres, etc.

Special telegrams (at special rates) sent to business executives and leading merchants advertising December attractions—same to be prominently posted. Post-office tie-up whereby banners are carried on all trucks urging people to shop and mail early and check parcels at Publix Theatres during big show month of December.

Manager Lawler has tied up with the Telephone Company and has loud speakers in Bloomington's busiest cafe, in the leading smoke shops and confectionery stores. Throughout the day

and evening, Manager Lawler "broadcasts" on December attractions and uses records of theme songs. Furthermore, he has tied up (Continued on Page Four)

## Twin Falls Excited Over Print Situation

Getting the public all excited over his efforts to book, "The Virginian," Manager Joe Koehler of the Idaho Theatre, Twin Falls, Idaho enjoyed the best opening in spite of bad weather that he had ever had.

He advertised a week ahead of time that he was going to open with the picture on a Sunday. Then the radio stations made announcements to this effect, "Joe Koehler could not get a print from San Francisco but is now trying to get one from St. Louis." These announcements, plus additional information about the picture, playdate, and theatre, were made for three days. This effort to obtain a print became the talk of the town resulting in a lot of word of mouth publicity. Of course a print was obtained on time, but not from a large station.

## XMAS REMEDIES

The following report of District Manager E. R. Saether, of Ohio and Indiana, to Division Director Arthur Mayer indicates just what is being done in his district on the December Profit Drive. The report is dated November 30, so that by now practically all the States are at work. Mr. Saether declares that a great deal of credit for this campaign belongs to Miss Madeline Woods, Publicity Director of Publix-Great States theatres, for her wonderful help and co-operation.

1. All managers were requested to carefully read and check over list of suggestions, ideas and stunts offered in PUBLIX OPINION issue of November 8th, 15th and 22nd.
2. Xmas Gifts to be given away to children accompanied by Adults, both matinee and night. Undoubtedly, children will urge parents to attend theatre for these gifts and this will help to increase business.
3. Santa Claus Suits and Xmas Trimmings for trees have been ordered and will be shipped in plenty of time. This should help to give the front of house, lobby and theatre the right atmosphere.
4. All managers were requested to arrange tie-up with local dancing instructor to stage a local stage attraction. This has been a yearly event in Muncie and has always proven very successful, because it attracts the attention of parents as well as their friends. Mr. Muller at Anderson has completed all arrangements for his local attraction.

### Special Trailers

5. Special announcement trailers on the December campaign have been ordered and are going forward today.
7. All letters mailed from this office will carry the following slogan "O'mon boys let's all make December our banner month."
7. Each manager has been requested to embody one paragraph in his weekly letter, mentioning what he had done to put over this December campaign and the results accomplished.
8. All managers have been requested to effect a tie-up with the local post office and place cards in prominent spots of post office advertising attractions.
9. New Year's Eve Midnight performances are to be held in all class houses. Program and complete campaign being worked out.
10. Special window cards are being prepared and will mention midnight shows. These will go forward the coming week.

### Gifts for Patrons

11. All managers have been urged to arrange tie-up with local merchants for gifts to be given away the week before Xmas or for the New Year's Eve Midnight performances.

12. In many towns special benefit performances have been arranged for Monday nights with Civic, Fraternal Organizations, Clubs, High Schools and Factories.
13. Various tie-ups have been made with local newspapers for some sort of a contest whereby mention is made of "DECEMBER BIG SHOW MONTH" or special mention being made of each big picture played during the month of December.
14. In other towns special merchant nights have been designated to give away, Radios, Furniture, Silverware, etc.

### Menu Programs

15. Programs in leading hotels, restaurants, cafes, attached to menus.
16. Tie-up with schools with special prizes for the best stores on certain attractions appearing at the theatre during the month of December.
17. "SHOPPERS MATINEE," however, maintaining our regular prices as I do not favor reducing prices, but prefer to elaborate on the great attractions at regular prices.

18. Co-operative merchants campaign whereby theatre patrons obtain exclusive price reductions on various merchandising.
19. Tie-up with Parent Teachers Associations of Public Schools endorsing method of distributing kiddie gifts. Special announcements to be made in the schools.

### Group Meetings

20. Each district manager will hold a group meeting with his managers to carefully plan and organize a full and complete campaign.
21. All managers have been requested to endeavor to instill enthusiasm and pep to their entire personnel, also to try to get the entire community aroused in our campaign.

22. Co-operative newspaper ads with local merchants, theatre receiving special mention of campaign and big pictures appearing at local theatre during the month of December.

23. Every effort has been made to book the strongest pictures available during this period and booking department received instructions to carefully select short reel subjects to give proper balance and variety. Also to check length of entire shows.



# STUDENTS CONTINUE WORK ON EXPLOITATION

## BORROW USEFUL IDEAS, ADVISES BOTSFORD

"Borrow ideas wherever you may get them," declared A. M. Botsford, director of advertising and publicity in a talk to the men at the manager's school. "Life is too short for the prima-donna attitude on originality. If new ideas lessen your work so much the better, if they lessen your brain work so much the better."

The talk was delivered during a week devoted to additional study of advertising and exploitation in its various forms. The question of wall boards for display purposes was covered early in the week when a representative of the Upson Board Company lectured on the composition of different wall boards and uses to which they may be put. He announced that the Upson Board Company, which is located at Lockport, New York will furnish information on all wall board problems. Not only that but it will suggest a variety of uses for display, stage decorations, theatre fronts, etc. PUBLIX OPINION strongly recommends that managers obtain the booklets put out by this company for their value as idea builders.

Newspaper tie-ups and co-operative advertising took up a good portion of the week. Mr. Levine, who covered the subject, declared that in all tie-ups both parties must benefit but never one at the expense of the other. The theatre manager contributes the prestige of Publix, sometimes the lobby or other parts of an expensive house, and a weekly audience that often rivals in numbers the circulation of a newspaper. There is little that a merchant or a newspaper can offer that is as valuable as all this. It is only just, therefore that in most cases ALL expenses be born by the party to the tie-up.

### Word of Caution

Mr. Levine, however, issued a word of caution. The contact with the merchant, he declared, does not cease after the particular bit of exploitation is over. All property that is borrowed must be protected and returned when promised. The manager should be careful of the attraction he uses as his share of the tie-up and of the results that he guarantees. A bad flop may make future contacts difficult.

On Thursday, the work of the advertising department was explained by Mr. Botsford and by Lem Stewart. Mr. Botsford discussed the divisions of the organization, while Mr. Stewart covered the making of manuals and the other activities of his department. He pointed out that a special source of information was needed in the show business because individual exhibitors could know so little about the product they were selling. For that reason manuals, letters from the home office, press sheets, etc., were so necessary.

### Problems Vary

Mr. Roberts, who is in charge of copy in the advertising department, spoke after Mr. Stewart. Roberts had been a theatre manager himself. He declared that at all times the individual exhibitor was kept in mind. Because all problems are so different, because local conditions vary so, the manual is only meant to suggest ideas. Ideas that seem impracticable out in the field have, nevertheless, been tested and almost always can be worked.

The remainder of the week was devoted to criticising the ads drawn up by the students. It is well over two weeks now that the men have been preparing ads and according to Mr. Botsford they are becoming more and more proficient from day to day.

## HOW TO ORGANIZE A POSTER

A poster must attract attention, must tell a story, and must sell. Determining the message and sales angle is therefore the first consideration in planning a poster. After that comes the question of how best to put the message across. The principles of layout and composition in this medium are essentially the same as in newspaper advertising. The body of the poster may be balanced unit for unit to form a symmetrical design, or it may be unbalanced in a trick design.

Next in importance comes the lettering. There are some posters made up entirely of copy. In such the legibility and neatness of the lettering is of utmost importance. Some posters contain pictorial elements as well as copy. In those cases the lettering becomes part of the design. The message, however, is always of such value that no matter what the design may call for in the way of artistry or unusual arrangements, the lettering must always be legible, not only at close hand but from a distance too. This is often forgotten, to the detriment of the selling power of the poster.

Color must next be considered. Black backgrounds are not recommended since they are too sombre to be good selling backgrounds. Where color heaviness is desired, a dark blue or purple will be found more effective.

Certain color combinations give very strong contrasts. Pure orange and pure blue will give this as well as red and green. In the case of these colors, the results will be so startling, that it is wisest to unbalance them by making one or the other darker. The scintillating effect of pure orange and blue, or red and green, make use of these combinations unwise for lettering. Legibility is lessened.

Any colors containing a common pigment are harmonious. Green, blue-green, and green-yellow would fall under this classification. So would violet-blue, violet, and violet-red.

Yellow, orange, and red are good foreground colors because they stand out. Blue, green, and purple give the illusion of distance.

The effectiveness of a poster often depends on the originality of the idea on which it is based, the proper color combinations, the newness of its design and a host of other elements. Fresh ideas are not culled from the air. The good poster artist keeps a comprehensive file in which he stores whatever may be of use to him. We are reproducing the file headings used by the Publix Theatres in New York City. Or the manager may maintain this file as part of the theatre property.

### Star stills.

Poster star heads—male and female.

## DON'T SLAP YOUR LOBBY TOGETHER

Do you slap your lobby together every time you have to change displays? Or perhaps you have your porter place posters, and display material wherever he pleases?

Every lobby presents an individual problem in layout. First points to consider—the architecture of the building and the lobby. Second—the location of the theatre. Third—the shape of the lobby. Fourth—the side of best approach to your theatre. Fifth—city regulations and ordinances. And lastly, the type of patrons frequenting your theatre.

It is wise to have a lobby plan in your possession. On this should be indicated the size and position of every panel in your lobby and all the available surface space. You should also have the plans and size specifications for panels and displays that you may have in railroad terminals, department stores, etc.

male. Effective color combinations from various advertisements. Pictures of stage stars—important since sound pictures. Poster treatment of heads from sources other than the show business.

Cartoons and movie caricatures. Symbolic figures for music and stage shows.

Figures of dancers in various poses.

Bathing beauties.

Professional and costume employees such as policemen, firemen, etc.

Sports.

Industrials—skylines, factories, etc.

Transportation—ships, airplanes, trains.

24-sheet posters that have unusual value for cut-out possibilities.

Unit show material.

Art publications for figures in the nude, backgrounds, etc.

Celebrities—old and new.

Emblems of leadership—Statue of Liberty, state emblems, etc.

Producers year book.

Holiday material.

Western material.

Fashions.

Travel booklets for backgrounds.

Children.

China and the orient.

Good examples of layouts, lettering, and design.

Example of good poster work of Famous Poster Artists.

## SOME TIPS ON NEWSPAPER CONTACT

Most papers pyramid their ads—either large ones on top and small ones on bottom or the other way around. Take advantage of the situation and prepare your ads accordingly. Also watch the advertising practice of your opposition and try to be sufficiently different.

Some of the best space on the amusement page is next to the margin (called the gutter). It is sometimes possible to obtain that position by contact with your compositor.

Get a proof of every ad that you run. Make sure that your copy has been placed with the paper sufficiently ahead of time to allow for this.

Avoid planting "dog" stories—publicity that is not on the level—with your papers. If you make the papers look foolish you lose their good-will.

If you need information on Paramount stars or pictures to plant with your amusement editor, get in touch with Arch Reeve at the West Coast studios.

When checking your newspaper bills, go over the past issues of the paper containing copies of your ads. When checking proofs make sure that extra space has not been added for which you will be charged. If mistakes are made in ads you may either get a reduction or you can refuse to pay all together. Keep a careful lookout for mistakes.

## Effect of Voltage on Life of Lamps

Burning a lamp at too high a voltage, will give more light but will shorten the life of the lamp. This would apply to a 100 volt lamp on a 120 volt circuit.

Burning a lamp at too low a voltage will mean less light at greater cost, e.g. 120 volt on a 110 volt circuit.

## TICKETS FOR XMAS GIFTS!

This letter, order blank and return envelope were mailed to all business houses in Danville, Ill., suggesting purchase of theatre tickets as Christmas gifts for employees. They were drafted by Thomas P. Ronan, district manager, with the assistance of Lew Worley.

**ORDER BLANK**

Enclosed find check for \_\_\_\_\_ of Theatre Tickets to \_\_\_\_\_ DOLLARS

☐ Please mail \_\_\_\_\_

☐ Deliver to my office \_\_\_\_\_

Package \_\_\_\_\_ of \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Publix Theatres  
Fischer - Palace - Terrace  
Danville, Illinois

Dear Mr. Olmsted:

Employers are taking advantage of the opportunity to spread genuine pleasure among their employees and friends by giving PUBLIX THEATRE TICKETS as a REAL CHRISTMAS GIFT.

Theatre tickets are universal in their appeal, for no one is too young or too old to appreciate a good show. These tickets are enclosed in an appropriate GIFT ENVELOPE, and can be purchased in any quantity desired: \$3.00 - \$5.00 - \$7.50 and \$10.00.

For your convenience we are enclosing our return order blank —

If you wish tickets delivered on Christmas morning, inclose your check for the tickets and specify the quantity to be sent to the persons on your list.

If you wish the tickets sent to your office, advise us the number of gift envelopes you need for your requirements.

You are sure to please people with Theatre Tickets for the memories of a good show are lasting.

Awaiting an opportunity of serving you.

Appreciatively yours,  
PUBLIX THEATRES

FIRST CLASS  
Permit No. 19  
U.S. MAIL P. L. & R.  
DANVILLE, ILL.

**BUSINESS REPLY ENVELOPE**  
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

**FISCHER THEATRE**  
Vermilion at Harrison Streets  
DANVILLE, ILLINOIS

## DECEMBER PROFITS RISE

(Continued from Page Three)

with grocery stores using his imprint on paper sacks and offers passes for a certain number of sacks turned in at the box office. He has made college and high-school tie-up whereby he will use movies of the basketball squad, cheers, songs and stunts every night the week before Christmas. Turkeys, ducks and chickens will be given away free on Christmas Eve at the smaller houses.

District Manager Guy Martin reports that a program will be put on by a dancing school at Blue Island. It will be a crepe paper revue with all the wardrobe made of paper with 50 children participating. Manager Webster at Blue Island promoted 3,000 December calendars of

shows free, with the printer using the back page as an ad. He is also using 1,000 usher cards to advertise December Month of Big Pictures.

Having just finished its Fashion Show, Joliet is now in the midst of a big Majestic Radio Show.

## Publix Theatres Des Moines, Ia.

A stunt in connection with the December slump has just been carried out in Des Moines with the Register and Tribune—a local newspaper, by arranging the actual sale of three hundred twenty-five tickets for the Newsboys Theatre party to be held at the Paramount Theatre, Monday, December 23. The tickets were sold at the Matinee price of 35c and this time was extended one hour later than the usual matinee hour.

In addition to the above M. L. Elewitz is also v on a tie-up to have a performance each night week before Christmas an organization will sell of tickets. Twenty-five

(Continued on Page F



# MR. KATZ ISSUES FRESH WARNING AGAINST ALL SALACIOUS AD COPY

A fresh warning that Publix Theatres will not tolerate salacious advertising copy has been issued by President Sam Katz in a memorandum to A. M. Botsford, Director of Advertising and Publicity. It was occasioned by the following ad copy, used by one of the Publix Theatres:

The Season's Most Daring Picture!  
**MILTON SILLS**  
in  
**LOVE AND THE DEVIL**  
Secret hidden passions...  
Repressed desires... Insatiable loves... tempting, desirable women... love-mad men...

You'll find all of this and much more daringly revealed in the glamorous setting of a new Italy!

"Love and the Devil" may shock you, but it cannot disappoint!

Many times your attention has been called in PUBLIX OPINION to the fact that Publix Theatres must not lend itself to this character of copy. In such copy as this is hidden all the dynamite of censorship, anti-Sunday agitation, adverse tax legislation and other deterrents to our business. The agitators do not point out the character of the pictures themselves. They take advertising and point out this character of advertising as an example of the baneful effect of motion pictures.

Aside from the fact that it is poor business policy to use this kind of copy, Publix Theatres are supposed to appeal to the family trade, to the decent minded people who are looking for amusement.

We can well understand that the enthusiasm of a manager for salacious copy because it gets results at the box-office, may be the reason for this excess of lurid copy.

The standing rule that will bear no changes whatsoever is, that your advertising copy must be kept clean. You can be as sensational as you wish but you cannot use such words and phrases as "hidden passions, repressed desires, tempting, shocking, love-mad, etc." in describing any picture that plays in a Publix Theatre. Any other policy is short-sighted and can only work havoc, not only to your own theatre but to Publix Theatres as a whole.

## GOES TO OKLAHOMA

Fred Hoenscheidt, formerly manager of the Palace, Abilene, Texas, has assumed the management of the Sugg, Rialto, and Kozy Theatres, Chickasha, Okla.

## Two Holiday Trailers!

Two special synchronized SOUND-on-FILM trailers for CHRISTMAS and NEW YEAR are being prepared now and will be ready for distribution on or about December 14, according to Boris Morros.

Running time — approximately three and a half (3½) minutes. Price to be determined with the booking department or district bookers for each theatre individually.

Considerable trouble was experienced by his department, due to late bookings for the Armistice and Thanksgiving novelties and he will appreciate your co-operation given by advising all interested under your immediate supervision to book these subjects as soon as possible.

## White Publix Shield Prints More Clearly

Word has been issued to all Saenger theatre managers that the black Publix shield be replaced by the white in all advertising. The white line shield reproduces much more clearly than the other, which has a tendency to smudge.

It injects the institutional element into all theatre advertising in a very simple way and hence is of value.

## HOME OFFICE DEPARTMENT!

Here is the third of a series of stories about Publix Home Office Department personalities. They depend upon your effort, just as you depend upon theirs. To know and understand each other's personalities and problems will lighten the burdens of everyone, and make our tasks enjoyable. For this reason, PUBLIX OPINION is devoting an important part of its space to these brief biographical sketches.



**FRED L. METZLER**  
Comptroller, Publix Theatres Corporation

Some men are born great, others acquire greatness and some have greatness thrust upon them. Fred L. Metzler, comptroller of the Publix Theatres Corporation, does not belong to the first or third class.

Mr. Metzler is a native of Buffalo, where he attended the public schools. Circumstances prevented him from receiving the benefits of a higher education in college or university. In fact, he was not even permitted to complete his high school course.

"My family needed my earning power urgently," explains the comptroller quietly, "I was obliged to forget about studies and go to work."

This handicap did not keep the youth from considering and acquiring further education, however. But the degree of Certified Public Accountant which he finally attained represented many long months of study in night schools, much struggling at home with correspondence courses, coupled with practical experience in offices

where he was employed.

### Becomes Athlete

But if it was night work at a sacrifice of personal diversion and entertainment which enabled young Mr. Metzler to obtain his start in the business world, it was devotion to his particular hobby—athletics, which brought to him the opportunities to apply his training as an accountant in lucrative spots and to win the rapid advancement and promotion to which he was entitled.

"All of my early business contacts, I mean those which meant the most to me in opening doors to opportunity which I sought, were made on basketball courts, at swimming pools or in gymnasiums," Mr. Metzler says.

Denied the normal chance for athletic activity in high school and college, the young Buffalo accountant applied himself as aggressively to such diversions as he had previously devoted his energy to the business of qualifying for

## 'Slump-O-Graph' To Be Used For Sag Periods

A 1929 statistical chart, or graph, to be compiled and drawn by every Publix manager, has been suggested by Mr. Katz as a means of anticipating and averting slumps during 1930. This chart, or "Slump - O - Graph" will contain no figures, but will clearly show the falls and rises of grosses during the 52 weeks of last year.

Although PUBLIX OPINION'S Daily Reminder Calendars will be in the hands of theatre managers before the first of the year, it is advisable that a 1929 "Slump-O-Graph" of your theatre's box office record also be made to act as a warning guidance for low gross points next year. "Blue Monday," "school re-opening," "football season," "poor Sunday matinee," "Lent," and "pre-Christmas period," are only a few of the numerous 'slump' periods to be charted on your local "Slump-O-Graph."

When this graphic illustration is completed, it should be placed in a very conspicuous and easily discernible location on the desks of advertising and theatre managers, so that impending 'sag periods' can be immediately foreseen and forestalled.

his place in commercial circles.

### Sons Have Medals

As a result, Robert Metzler, aged 14, and Roy Metzler, aged 10, are the proud possessors of a splendid collection of cups and medals, all testimonials to the prowess of their father as a basketball player, swimmer, shot putter and all around champion athlete.

The youngsters never may become comptrollers, but they certainly will be athletes, according to the father. Robert, an active Boy Scout, is developing great form in baseball, swimming and other sports, and his younger brother is proving a formidable rival.

After affiliation with a railroad and a wholesale coffee house in Buffalo, Mr. Metzler took charge of the office there for the Ford Motor Company. Five years later he associated himself with a firm of certified public accountants.

### Assigned to Shea

It was his work with this concern which gave him his first contact with the theatrical business. He was assigned to audit the books of the Shea Amusement Company in Buffalo. Ultimately he became identified with this company and for several years was closely associated with Mike Shea.

In January, 1923, he was sent to Atlanta, Ga., to become secretary and treasurer in charge of the Southern Enterprises, Inc. Later headquarters for this operation were transferred to New York, where Mr. Metzler has remained since, holding offices in practically every theatre subsidiary company of Publix Theatres Corporation at one time or another.

His present duties consist of handling the finances and accounting, assisting in the disposition of excess properties, and other work related to the foregoing.

# DECEMBER PROFITS RISE

(Continued from Page Four)  
of the gross receipts will be turned over to a charitable institution.

## Brooklyn Paramount Theatre

Advertising the December pictures as 1930 pre-releases ought to impress patrons with the unusual value of the attractions, according to Lou Goldberg, publicity director. He would sell this idea in the usual manner.

Old favorites among moving pictures may attract quite a few patrons and it is suggested that these be run as an added feature after the last show. Since it can be obtained at the exchange at no charge, there should be no increase in rates. The added trade will more than take care of the overtime costs and leave a handsome last show profit besides.

## Waterloo, Iowa Art Stolte

Arrangements have already been made for the theatre to distribute \$15,000 worth of merchandise supplied by merchants. The articles collected will be given away the week before Christmas. Mr. Stolte also sold the Electric Refrigeration Company 300 tickets. These will be given to people buying radios between now and Christmas. Furthermore, all those attending the Paramount Xmas Eve will receive some gift. This is in addition to the gifts being distributed as prizes.

## Alabama Theatre Birmingham, Ala.

The toy matinee idea was used with great success by Manager R. C. Frost of the Alabama Theatre in preparation for his Christmas toy distribution. He has promised to send tear sheets of the publicity that this earned for him in the newspapers.

He staged his "Happiness Party" on November 29th and obtained over 3,000 toys. Boy Scouts and the city fire department are taking care of the renovating while the community chest council or the Salvation Army will attend to distributing them at Christmas.

## BIG ATTRACTIONS SET FOR JANUARY

To offset the customary slump that theatres usually find on the second week of January (starts January 6, next year), William Saal, Director of Buying and Booking for the circuit, has saved some big attractions for that week. Chevalier in "The Love Parade" will play nearly sixty percent of our "A" theatres, and "Show of Shows" will play the remainder. Other big attractions available are: "General Crack" and "Sally." Start gathering your available information and get your HOT campaign under way.

## INDIANA OPENING

The State Theatre in Anderson, Indiana, will open shortly with Harry Muller, city manager, in charge.



# NEWSPAPER CIRCULATION TIE-UP GETS FREE PAGES

Here is a great newspaper stunt from Madeline Woods. The newspaper receives tickets from the theatre, which in turn are given by the newspaper as a gift to the rural subscribers. One ticket is given for one month subscription—two tickets for three months' subscription—and four tickets for a six months' subscription, etc. The number given depends, of course, upon the size of the newspaper and the activities of the circulation department.

Every time a sufficient number of tickets have been given away to represent the cost of a newspaper page, the paper gives the theatre a full page ad free of charge. The copy can be anything the theatre chooses.

The stunt has been confined to rural subscribers, but, of course, is applicable if you like to city circulation as well.

This can be worked out in another way, whereby the newspaper buys the tickets from the theatre at a discount and uses them as awards. Of course, this would eliminate the free page of advertising.

It also can be worked out by the theatre receiving a quarter page free ad periodically—that is, if you do not care to wait until the sales are sufficient to entitle you to an entire page.

By having the newspaper give these tickets to rural subscribers, you not only are benefitted by the full page free ad, but furthermore, when people from the surrounding towns come to the theatre with these free tickets, they invariably bring others with them who buy tickets. Besides, it attracts to the theatre a number of farmers who seldom go to the shows and, of course, once they are in the theatre and see ads for coming attractions, they become interested.

It is very important that the tickets used in this way should be a special ticket—one that cannot be easily counterfeited. On the back or at the bottom of the ticket, there should be a place for the holder's name or address.

Thus, periodically, the manager can check these tickets and check them against the circulation records, making sure that the newspaper has not been promiscuous in the distribution of the tickets. In other words, the circulation manager cannot very easily pass these tickets out among his friends instead of holding them for rural subscribers.

Of course, anyone holding a ticket can put a fictitious name and a rural address on it, and get away with it, but this would involve going to the newspaper office so that the name and the address would be authentic, because the manager of the theatre has the privilege of checking his tickets against the newspaper circulation records.

This was found very important in one town where the manager had not checked the records until he became suspicious of the number of tickets that were coming in to the theatre.

Newspapers usually like the plan and of course, there is nothing on the page ad to indicate that it is free. It gives managers a good chance to use institutional copy and advertise a lot of big coming attractions.

# FAY WRAY AIDED SANTA

This is the manner in which the Christmas tie-up with the post office was handled in Los Angeles. Pretty Fay Wray posed for the pictures, demonstrating instructions issued by the postmaster on the proper ways to wrap and address packages for mailing. This stunt, designed to exploit the Paramount picture, "Pointed Heels," is similar to the one recommended by PUBLIX OPINION to managers of Publix Theatres, except that the "mail early" angle is not mentioned here.

## FAY WRAY *Paramount* Player appearing in "POINTED HEELS"

Shows you how your Christmas packages should be wrapped

for mailing, as instructed  
by P.P. O'Brien  
Postmaster, Los Angeles  
California.



Please use heavy cardboard box for packing your packages

Use several sheets of heavy wrapping paper

Be sure the cord is tied every time it crosses itself

Be sure that your return address is on the package in this corner

Insure for safety

Write on one side of Package only

# STORIES THAT SELL

Manager Gus Eysell, of the Paramount Theatre, Los Angeles, lost no time in spreading the good word about town on PUBLIX SHOP EARLY drive. These clippings are from The Daily News, the Express and the Times. Note that two of these stories carry Publix prominently in the head and list the attractions, which is what a perfect publicity story should be like.

## PUBLIX HOUSES PLAN TO AID SANTA'S CO-WORKERS

Local Publix theaters will do their share this year to relieve the tired, aching feet of distracted shoppers, mail carriers and expressmen, who annually bear the burden of Christmas shopping activities.

By order of Sam Katz, president, more than 1200 Publix theaters throughout the country will co-operate with newspapers in urging the public to buy and mail all gifts as early as possible.

Both the Paramount and United Artists theaters in Los Angeles are urging their patrons to "shop early and avoid the last minute rush."

In order to get shoppers to come to town at this time to do their Christmas shopping, these theaters are playing the most outstanding pictures of the year.

At the Paramount, Harold Lloyd in his first all-talking comedy,

"Welcome Danger," is now attracting crowds. The United Artists is showing Gloria Swanson's first talkie, "The Trespasser," which is proving equally as attractive.

## PRE-YULETIDE BUYING SPEEDED BY POSTMASTER

With the thermometer indicating pre-yuletide weather, it required the O'Brien to remind Los Angeles shoppers yesterday that only 31 Christmas days remained until...

In a set of rules and suggestions regarding the mailing of Christmas parcels and letters destined for overseas, he said, should be wrapped in such a manner as to permit customs officials to open them quickly.

**SPECIAL AIR PROVISIONS**  
Special handling service for foreign parcels post matter is provided by the payment of a small fee. Special air mail provisions, also, are provided.

Local merchants are co-operating with postal authorities by displaying Christmas commodities earlier than usual. This will enable the shoppers to make their selections in time to relieve the usual last minute rush.

**THEATERS TO AID**  
Los Angeles Publix theaters will do their bit, it was announced by President Sam Katz, by arranging a special program of pictures designed to lure shoppers cityward. Katz says a hard shopping day may be made easier by being punctuated by a good two-hour motion picture.

## PUBLIX THEATERS SAY 'SHOP EARLY'

Local Publix theaters will do their share this year to relieve the tired, aching feet of distracted shoppers, mail carriers and expressmen who bear the burden of Christmas shopping activities. By order of shopping activities. By order of Sam Katz, president, more than 1200 Publix theaters throughout the country will co-operate with newspapers in urging the public to buy and mail all gifts as early as possible.

Both the Paramount and United Artists theaters in Los Angeles are urging their patrons to "shop early and avoid the last minute rush."

In order to draw people to come to town at this time to do their Christmas shopping, these theaters are playing two of the most outstanding pictures of the year. At the Paramount, Harold Lloyd in his first all-talking comedy, "Welcome Danger," is now attracting thousands each day. The United Artists is showing Gloria Swanson's first talkie, "The Trespasser," which is proving equally as attractive.

## SUNDAY CONCERT DRAWS IN BOSTON

The first of a series of Sunday concerts at the Publix Metropolitan Theatre, Boston, was inaugurated Sunday, November 24. Guiseppe Creatore, the first Guest Conductor, also remained for the following Sunday, December 1.

There were 1,100 people in the house for the beginning of the concert where formerly, the Sunday attendance in the afternoon never exceeded 300 or 400 people. To judge by the enthusiastic applause this concert received, it indicates a very successful Sunday concert season.

The Music Department is now negotiating with a number of other prominent possibilities as Guest Conductors including Henry Hadley, Damrosch, Schelling and others of equal reputation.

## Educator Says Movies Should Be Helpful

Motion pictures were given a decided boost and present-day educational methods a slam, in an address by Dr. Goodwin B. Watson, associate professor of education, Columbia University, in an address delivered recently at a conference of parents and teachers of New York City, held under the auspices of the Teachers' College of Columbia University and the National Congress of Parents and Teachers. Dr. Watson's statements are indicative of the increasingly high opinion in which motion pictures are held by prominent educators.

Urging support on the part of parent-teacher associations for reforms which would result in the teaching of how to deal with the vital problems of life in a practical way, Dr. Watson advocated more dependence upon the motion picture, in theatres and schools, as a means of child education.

"For every hour that a child spends reading Browning," Dr. Watson said, "he will spend 100 hours at motion picture show therefore followed, he d that judicious use of moti tures, which children eas understand, should form a n portant part of the edu system of the future.

## WILL YOU???

Two special things you can do that will make a big difference in expediting your affairs in Publix, should be kept in mind with great benefit to everyone.

One of these things is in writing letters or reports. Not more than one subject should be covered in a given letter or memo. This is because circumstances may require that a letter or memo be forwarded thru several different individuals or departments concerned only with the matter in hand. Obviously anything else in the letter would not only uselessly take up valuable reading time, but would also stand a great chance of being lost in the shuffle. Briefly told reports handled in this manner get the quickest and surest action.

The other thing is the desirability of having your signatures typed and then written in pen and ink above or below the typed name. This assures legibility. PUBLIX OPINION often receives mail signed in some trick manner, and this of course requires a lot of guessing or investigating to find out who wrote it.



# PLAY UP YOUR LOCAL NEWS EVENTS

Scores of Publix showmen, taking the PUBLIX OPINION tip, have located a local movie cameraman, and have steamed him up to the point where he solicits a local merchant to pay for necessary footage of local news events which are shown on Publix local screens. The merchant gets a camouflaged "credit" title-frame only, and the theatre has a hot local attraction, without working or paying for it.

It's a great gag for football games, picnics, or any other event where big crowds are in attendance on some activity. Local manufacturers and stores who want to make a straight advertising film can only get it exhibited one-performance-only by you if they'll guarantee a performance sellout for some weak-night final performance. But the credit-line in a newsreel shot, of course, is shown at all performances providing the news event is a big enough drawing card.

It's being done in many Publix theatres, and the sponsors even go so far as to pay for big newspaper ads, calling attention to their public benefaction. These ads include selling-talk on the feature picture, etc.

## 'FARO NELL' ONE OF MONTH'S 10 BEST FILMS

An unusual honor has just fallen to Christie Talking Plays. Photoplay Magazine this month picked a Christie two reeler, "Faro Nell," as one of the ten best pictures of the month. This is the first time in history that a short subject has won this distinction. During the month, Photoplay reviewed about forty feature productions besides this Christie subject; the other nine best pictures of the month were:

- "The Trespasser"
- "The Love Parade"
- "Sunny Side Up"
- "They Had to See Paris"
- "The Lady Lies"
- "Footlights and Fools"
- "Blackmail"
- "Disraeli"
- "Young Nowheres"

Liberty Magazine this week picked this same Christie subject as the best short film of the month. This is the first time that Liberty Magazine has even mentioned a short subject in their weekly movie reviews by Frederick James Smith.

The respective reviews on this Christie subject from Photoplay and Liberty were as follows:

"It takes something hot in the way of a two-reel talking comedy to break into this fast company of best pictures, and this Louise Fazenda howl is the bright baby. 'Faro Nell' is a scream—an airtight, perfectly acted burlesque of the old-time Western thriller. Louise, in long yellow curls, is a panic. This is just what we've long wanted—a two reel talkie we could bellow at."

—Photoplay

"The Best of the month is the Christie burlesque on Western melodramas, 'Faro Nell,' starring Louise Fazenda. Watch for this funny two-reel talking comedy."

—Liberty

### ANOTHER BOISE THEATRE

The Menmar Amusement Company, a realty subsidiary of Publix, has leased the Strand Theatre in Boise, Idaho and will start operating it on December 15, 1929.

The Strand, a sound house with a seating capacity of 600, is the second Publix theatre in that town—the other is the Pinney.

## FORECAST FOR JANUARY! STUDY IT TODAY!!

Herewith is the front page of the Special 1930 Forecast calendar being prepared by PUBLIX OPINION. Doubtless some of the items listed fit your needs. Or perhaps you can add some more thoughts to the list. Study it, and do SOMETHING. In a few more days, your theatre will receive from "PUBLIX OPINION," the complete calendar itself. It will have, in handy, eye-catching form, the week-by-week-reminders you want. When you get it, check it over, and add a list of your own. Your Editor put in a terrific amount of research work to compile it for you, and now it's up to you to improve it, so that future annual issues of this calendar will be more comprehensive, and serviceable.

"To effectively sell the merchandise of the theatre, you MUST campaign several weeks in advance of your playdate, so that you will have created a strong public demand for it when you are ready to make delivery.—A. M. BOTSFORD, General Director of Advertising and Publicity.

1. New Year's Day Today — Holiday Prices and Schedules. Check up on your competitors to see what they do that you ought to do.
2. HELP to stop the waste in good, repeatable ideas. Tell 'em TODAY to PUBLIX OPINION (the official 'voice' and 'idea exchange' for Publix Theatres everywhere).
3. Don't let your MONDAY BUSINESS turn into 'blue' or 'red'. Systematize activities!
4. Are you building SUNDAY matinee Business? (See PUBLIX OPINION, Vol. III, Nos. 10, 12).
5. National Thrift Week (January 17th-23rd). Stress bargain matinees and "early-bird shows". Bank tie-up on thrift accounts.
6. Do you give your projectionist a typewritten copy of "Sound Tips"? (See current issues and bound volume of PUBLIX OPINION for entire series.)
7. Theatre Anniversaries (Manual No. 1043, May 18, 1929). Plant a theatre or circuit institutional story in your local papers.
8. What are you doing to tie ticket-selling into mid-winter school graduations?
9. Announce next month's bookings, in news story, trailer, poster and ads. Do this every month.
10. Check up on your sound effects every performance!
11. You have the merchandise. SELL IT!
12. What are you planning for re-opening of new mid-year school term? Appropriate ad-copy, etc.?
13. Refer to back-file of PUBLIX OPINION for hunches.
14. Monthly fire-drill. Get fire chief to pose for newspaper photographs and reporters.
15. Building Sunday matinee business? (See PUBLIX OPINION, Vol. III, Nos. 10, 12).
16. Lincoln's Birthday is February 12th. Stunts? Tie-ups? Copy slant? Parades? Decorations? Trailers? Ads? Contests? Program unit? Order your monthly supplies.
17. Washington's Birthday is February 22nd. Holiday prices? Holiday schedule? Special tie-ups? Special ad-copy?
18. Pay your monthly bills promptly to get cash discounts.
19. Re-check your pass list to remove deadwood.
20. Send your WEEKLY reports in on TIME.
21. Plant an institutional story ad—trailer—poster.
22. Valentine's Day is February 4th. Any ticket-selling exploitation, ad-copy, tie-ups?
23. Make SURE your staff reads ALL of "PUBLIX OPINION". Anticipate LOCAL and NATIONAL holidays and other significant events 30 days in advance! Decorate your theatre front with flags!

## GOOD FOR CHRISTMAS TOO!

The three Thanksgiving stunts, stories and mats of which are shown below, are going to be used for Christmas, too. No. 1 is a "Tin Can Matinee" staged by Manager T. R. Earl of the Paramount Theatre, Idaho Falls, Idaho. Tying in with the Salvation Army, and the local newspaper, Manager Earl held a matinee between 1 and 3 p. m., at which the admission was a "tin can—or something for someone's Thanksgiving Dinner." On the morning of the matinee, a Salvation Army captain took the place of the doorman and accepted any monetary donations offered. In a town of 12,000, three hundred contributions were received containing over 1,000 articles of food.

No. 2 is an editorial in the Charlotte Observer, which climaxed a gale of publicity on the "Potato Matinee" held by Manager Sam Hammond of the Publix Alhambra Theatre, Charlotte, N. C. Thirty-five bushels of potatoes received in this manner were displayed in the lobby and later given to an orphanage. The same stunt will be used for Christmas substituting an apple and orange for the potato.

No. 3 is the ad carried by the Salisbury Evening Post on the "Potato Matinee" held by Manager A. C. Kinsey of the Publix-Saenger Victory Theatre, Salisbury, N. C. As a result of this tie-up, Manager Kinsey got 30 inches on the amusement page Sunday, 30 inches each day through Wednesday (no paper Thursday) and a publicity story Friday on the number of potatoes received and turned over to the Salvation Army.

**"Tin Can" Matinee Provides Dinners For City's Needy**

More than 200 prizes for Thanksgiving dinner were donated to the needy by the audience at the "Tin Can" Matinee at the Victory Theatre last night.

Nov. 22, 1929

**"Tin Can" Matinee Provides Dinners For City's Needy**

Prizes for a radio, a typewriter, a car, and other valuable gifts were donated to the needy by the audience at the "Tin Can" Matinee at the Victory Theatre last night.

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Nov. 22, 1929

**KIDDIES**

**The Salisbury Post**

HAS MADE ARRANGEMENTS WHEREBY YOU CAN SEE AND HEAR THE TALKING SERIAL

**"KING OF THE KONGO"**

WITH JACQUELINE LOGAN—WALTER MILLER

—ALSO— DOROTHY MACKAIL IN "THE GREAT DIVIDE."

ALL-TALKING—THRILLING PICTURE.

**VICTORY THEATRE**

FRIDAY MORNING AT 10 A. M.

A-D-M-I-S-S-I-O-N

One Large Sweet or Irish Potato or Ten Small Potatoes.

5—FREE TICKETS

FOR THE LARGEST POTATO RECEIVED

10 Potatoes Received Will Be Turned Over to the Salvation Army For Distribution to the Needy.

CLIP THIS COUPON

1 2 3 4 5

This Coupon and 1 Large or 2 Small Potatoes Will Admit Any Child Under 12 Years of Age to See and Hear the First Episode of the New Talking Serial

**"KING OF THE KONGO"**

WITH JACQUELINE LOGAN—WALTER MILLER.

**VICTORY THEATRE**

FRIDAY MORNING, NOV. 22ND AT 10 O'CLOCK

Keep This Coupon. Have It Fulfilled as You See Each Episode and You Will Be Admitted FREE to See and Hear the 15th or Last Episode.

6 7 8 9 10

## PUBLIX STARTS OFFICE BLDG. CAMPAIGN

Publix Real Estate Department has instituted a campaign among its office building managers throughout the South and Southeast to stimulate leasing of space and collections. Five cash prizes will be awarded to the men making the best showing during the campaign, which extends from Dec. 1st to Feb. 1st.

The prizes are: \$25 first prize for leasing the greatest amount of floor space; \$10, second prize; \$25 first prize for making the best improvement in collections; \$10, second prize; \$10 first prize for the best lobby card.

In connection with the last mentioned prize, theatre managers are urged to co-operate with the real estate representatives in every way, particularly in having their Art Departments make attractive posters to be used in the lobbies of buildings.

Not only is it the duty of theatre managers to aid the activities of their company in their particular community as much as possible but, in helping the Real Estate Department secure desirable tenants for theatre buildings and those adjacent to it, they are enhancing the value of their own theatre location and thus increasing their box-office possibilities.

### KENT SAILS SATURDAY

Sidney R. Kent, who sails Saturday for a survey of conditions in Europe in behalf of Paramount, will be abroad six or eight weeks.

### FLOWER SHOW

A flower show arranged by a local florist gave Manager Conner of the Tower Theatre of Chicago some newspaper publicity and an opportunity to place 64 cards in florists' windows in the Hyde Park, Woodlawn and Jackson Highland Districts.

## PARAMOUNT TO OFFER FINEST PRODUCT

(Continued from page 1)

rade', 'Sweetie' and 'The Virginian', we promise eleven new pictures to be worked into the spring group which will be the finest we have ever turned out.

"For example, we offer two Westerns featuring Gary Cooper and Eugene Pallette, following on the heels of that great success, 'The Virginian'. Secondly, we will make two Jack Oakie productions, 'Marco Himself' and another, yet to be released. This young man is one of the most popular players on the screen today.

"In addition to these four, we offer the greatest musical revue of them all, 'Paramount On Parade', 'The Return of Fu Manchu', 'Young Man of Manhattan' to be made at the Paramount Long Island studio with Richard Arlen and Claudette Colbert; 'The Benson Murder Case', a big feature with William Powell; Helen Kane in 'Dangerous Man McGrew'; 'The River Inn,' with Helen Morgan and Charles Ruggles; and Hal Skelly in 'Men Are Like That'."

Saturday morning the entire convention saw an advance trailer of "The Vagabond King," now being filmed in Hollywood, and the members were later taken to the Criterion to see a screening of "The Love Parade."

Convening again Saturday afternoon, the meeting was addressed by Mr. Katz who pledged the co-operation of the theatre department in every respect.

G. B. J. Frawley handled the details of the convention and took care of guests in an entertainment line between sessions.







## SHOTS OF POLE FLIGHT, BIG B. O. LURE

With the whole world acclaiming Commander Byrd's sensational flight over the South Pole, Publix showmen are secure in the thought that, through the cameras of Vanderveer and Rucker, Paramount's intrepid newsreel photographers with the expedition, they will be assured the greatest box-office lure in the history of show-business, when pictures of the dramatic flight are shown in their theatres early next spring.

This mammoth and authentic drama is packed with intense audience appeal that will back all "thrillers of the frozen North" off the screen. Prepare for it now! SELL IT NOW! No expedition or news activity since the beginning of time has received such tremendous publicity as this one has—mostly of the front page streamer type, too! Tie into it! These stories have whetted public curiosity. They have read all about it—now they want to SEE it! Tell them they can do so by coming to YOUR theatre, where every detail of this expedition, dramatically recorded in the stupendous Paramount feature-picture, will be shown upon the return of the Byrd party in the spring.

## BYRD CALLS PEAK AT SOUTH POLE "PARAMOUNT"

Commander Richard Byrd has named a peak of a new mountain range which he discovered at the South Pole "PARAMOUNT," according to a Radiogram received from the famous explorer at the Home Office last week.

News of this distinguishing honor conferred upon Mr. Zukor was hailed with great enthusiasm when it was disclosed at the Paramount Convention held in New York City. Paramount Mountain will now be carried on all maps of the world and will go down in history as a tribute to the founder of Paramount Pictures.

## INFANTRY HELPS PUBLIX BALLYHOO

Nothing like the army to help a citizen in any circumstances! D. J. Dugan of the Paramount Theatre in Newport, R. I. was anticipating a visit from the Paramount entertainment special—so he called on the troops of the 13th United States Infantry and they came to his help, band and all.

Not only did they help him greet the sound train but they got the mayor, corps of marines, and hosts of local celebrities and business men to arrange a Publix Amusement Special parade.

## Watching Wires Saves \$200,000

Taking \$200,000 out of annual overhead cost of the circuit is accomplished by the cost-committee headed by Sam Dembow, Jr., thru the adoption of an idea presented by Circuit Comptroller Fred Metzler. A definite set of rules as to the use of long-distance telephone, and telegraph, automatically reduces the annual cost figure nearly \$50,000 worth.

Plus this, elimination of some of the phoney politeness in most telegrams, such as the words "mister," "regards" "please," "reply by letter or wire", will save another \$10,000 or more. Hereafter, all telegrams and telephone calls will be charged at their point of origin, and fault finding will start there, too.

## BRIGHTENING UP A PIP

Carrying a banner "She laughed her head off at the Paramount Theatre while seeing 'The Love Doctor,'" two ushers paraded the downtown streets of Des Moines at the behest of Manager Jack Roth. The ushers toted a stretcher on which was a dummy, with the dummy's head placed on top of the body. A concealed portable phonograph with the Okay "laugh" record made the ballyhoo.



## Eddie Cantor Makes Own Short—"Speeding"

Eddie Cantor spent a day at the Paramount studios in Long Island recently and the result will be a

talkie short entitled "Speeding."

Eddie, who took care of the gags and continuity himself, busts a couple of speed laws and finds himself in trouble. The occasion provides him with an opportunity to do a one-reel specialty.

# CONSTRUCTION, MAINTENANCE AND RESEARCH DEPTS. JOINED UNDER MR. EUGENE ZUKOR

The complete re-organization of the Construction, Maintenance and Research Departments, whereby these three important branches of Publix activity are united into one department under the direction of Eugene J. Zukor, was announced at a general meeting of all the executives involved, recently held in Chicago.

The present line-up of the consolidated department is as follows:

Eugene J. Zukor, General Director of Department of Construction, Maintenance and Research; Morris Greenberg, General Supervisor; B. B. Buchanan, Director of Construction; C. M. Fox, Director of Decoration; J. H. Elder, Director of Maintenance; Dr. N. M. LaPorte, Director of General Research and Sound Maintenance; Harry Rubin, Director of Projection—Operation and Maintenance; C. C. Hamilton, Director of Foreign Construction.

### Problems Weighed

The session, which lasted two days, was attended by more than forty-five persons, which included Messrs. Zukor, Greenberg, Buchanan, Elder and Dr. LaPorte of the Home Office, representatives of warehousing, maintenance, sound maintenance, projection maintenance, and a number of electrical research men. The rearrangement of the functions of the various departments as a result of the consolidation was outlined and fully discussed. Information and ideas were exchanged and the various problems in the field were carefully gone over.

The new extension and building policy of Publix, it was brought out at the meeting, has created the necessity for a concentrated specialization and close co-ordination which the present consolidation and re-alignment assure. Department heads who, because of the wide scope included by the old departmental division, were formerly unable to concentrate upon the all-important keystone activity of their department—for which they are particularly qualified—will now be able to do so.

### Experts in Charge

The other phase of their work, not included in this specialization, will be directed by men who, in turn, are especially qualified for that particular type of work and they will concentrate on nothing but that. As a result, the entire three departments are broken up into individual units, each one of which is directed by a qualified expert who can devote all his specialized ability to that particular unit and nothing else. The consolidation of all these units under a single head assures that co-ordination which makes for efficiency.

An example of this is the research department. Under the old order, there were two research departments, one for Paramount and one for Publix. In each of these departments, the work was done by different people and there was no inter-relation between them. Now, Mr. Zukor has combined both these departments under the direction of Dr. LaPorte, who reports to a research committee composed of practically every branch of Paramount-Publix activity. Thus, Mr. Eugene Zukor represents the theatres on this committee; Walter Wanger and Harry Goetz, the studios; Frank Meyer, the film laboratory; Louis Swartz, the legal department. Morris Greenberg acts as supervisor of the committee.

### TUNSTILL MOVES

Clayton Tunstill, formerly manager of the Rialto, Sugg & Kozy Theatres, Chickasha, has assumed the management of the Lyric and Gem Theatres, Brownwood, Okla.

## THEATRE AIDED IN XMAS DRIVE

Herbert Chatkin, manager of the Publix Paramount, Springfield, Mass., is successfully launching his Christmas campaign by tying in with the local radio station, post-office and by getting the co-operation of the newsboys.

A morning theatre party was given to 175 newsboys, who in return, will stuff their papers with 10,000 circulars, every week; mail trucks will carry banners on both sides, with "shop-and-mail-early" copy and notice about the attraction and prices prominently displayed; street cars will also have similar banners; station WBZ, during their daily broadcasts, will include a message regarding early mailing, mentioning theatre name, attraction and prices.

# MEET THE BOYS!

To promote acquaintance, respect and mutual understanding of the splendid individuals who comprise Publix, these one-minute biographies are offered. They're not printed as vanity ticklers for the showmen here portrayed. We want the photo and biography of everyone in Publix.

### HERMAN R. CLAMAN

Herman R. Claman, present manager of the Broadway, Chelsea, Mass., and a graduate of Boston University, has had a varied career in conducting numerous theatres in the east.

Upon his graduation from the university, Claman entered the employ of the Bijou Amusement Co. of Fitchburg, Mass., as assistant to the general manager of the Lyric, Cummings & Shea theatres, houses playing pictures, vaudeville and legitimate attractions. Later he was appointed manager of the Lyric and Sun. In 1926, he left the theatrical profession to take charge of sales for the Union Coal Co. He remained there for two years and then returned to the theatre, as manager of the Universal, Fitchburg. Claman has also managed the Whalom Theatre, Fitchburg, a dramatic stock operation.

### BYRON J. McELIGOTT

Byron J. McElligott, present manager of the Orpheum, Sioux Falls, S. Dakota, started in the theatre business as assistant manager of a downtown Minneapolis theatre in 1920.

Three years later he received his first managerial assignment at a suburban theatre and then, in 1926, to the Lyric, a downtown operation. From this theatre, McElligott was transferred to his present position.

### EUGENE F. GOSS

Eugene F. Goss, a graduate of the fifth session of the Managers' School, attended Tufts College, where he spent several years before he entered the theatre field.



E. F. Goss

Goss' first theatre job was as usher at the Metropolitan, Boston. From there he was assigned to the manager's school. Upon his graduation from the school, Goss was assigned to his present location in Bangor, Me., as manager of the Park Theatre there.

### G. B. YOUNG

George B. Young, who started in the theatrical business as usher in the Orpheum, Gary, Ind. in 1912, has, since then, obtained valuable experience in conducting road shows, vaudeville, musical comedies and motion pictures.



G. B. Young

Young is a graduate of the Gary Business College. Soon after getting his first job as usher, Young was promoted to doorman and finally appointed manager of the Art Theatre, in the same city. Later he was associated with the Turner-Dahnken circuit in the capacity of manager, at their Berkeley Theatre in California. At present, Young is managing the Broadway in Gary.

### R. K. FULTON

While attending high school in 1926, R. K. Fulton entered the theatre business as usher at the Princess, Sioux City, Ia.



R. K. Fulton

A few months later he was assigned as chief of service and upon his graduation from school, was promoted to be assistant manager of that house. From this theatre, Fulton was transferred to the Capitol, in the same town, as assistant manager. More than a year later he was given his first managerial assignment, at the theatre where he received his first theatrical experience—the Princess, his present position.

### BERT W. NIX

Bert W. Nix entered the show business at the age of 10, traveling with his father's concert company.



Bert W. Nix

Seventeen years ago, he went to the Twin Cities and got a job as an usher with the Finkelstein & Ruben organization at their Palace Theatre in St. Paul, Minn. A short time before he was promoted to the position of assistant manager. Later he was assigned the management of the Empress. He has also managed various other F. & R. theatres. He is at present assigned to manage the Shubert in St. Paul, Minn.



## DETROIT NABS FREE WEEKLY RADIO PLUG

The Publix Theatres in Detroit are effecting tie-ups with local commercial radio broadcasts in addition to the regular theatre broadcasting activities.

Fred Roche of the Paramount Theatre, co-operating with the leading local radio station, sold the Benton Store the idea of taking an hour each week and providing a program which would be of particular interest to movie fans. The hour is called the "Benton Movie Club." The merchant furnishes the time, the orchestra, all talent for the hour, and carries newspaper advertising on the program.

The musical features each week are built around the songs of some current picture attraction. They are presented as a radio tabloid musical comedy version of the show with description of the stars and the action of the story. In addition to the tabloid musical comedy there is also a medley of the other leading hit songs from current pictures. The announcements carry mention of theatres where the attractions are being shown.

A "question and answer" department and contests worked about current or coming pictures are other features of the broadcast. Announcement of contest winners is made in the merchants store first, a week before announced on the air so that the contestants are induced to come to the merchant's store. Prizes are also distributed at the store.

The theatre furnishes still photographs of stars for prizes, and the merchant furnishes the major prizes, for example, Spanish shawls in a Rio Rita Contest. No theatre talent is furnished for the broadcast.

### N. Y. Paramount Ushers Value Service Awards

In order to stimulate interest among his usher staff, Manager T. E. Leaper of the New York Paramount has been presenting credit awards to those deserving in merit in the form of checks for \$1. Soon, however, he noticed that few of these checks were being cashed, the ushers apparently choosing to keep the checks as credit diplomas of their work. Whereupon Manager Leaper prepared a special engraved document with a detachable coupon redeemable for various prizes on permanent display on the loge floor of the theatre.

### UNIQUE BALLY

Manager Roy H. Brown used this rube ballyhoo to exploit Will Rogers in "They Had To See Paris" playing at the Publix-State Theatre, Cedar Rapids, Ia.



## PUBLIX CAR HEADS PARADE

The parade which preceded the University of Tennessee homecoming celebration in Knoxville was headed by the Publix entertainment special. Note the attention which the handsome sound car is commanding from the crowds along the line of the parade.



### THANK YOU!

Dallas, Texas

To all managers:

As per my discussion with you in our Weekly Meetings, this will serve as a reminder that you should send in to the editor of PUBLIX OPINION any material or ideas that will assist in putting over the December drive to offset the pre-Christmas slump.

I want to urge you to get into your respective theatres and check into the December campaign and let's kill the old worn-out idea that our business has to drop off during the pre-holiday period.

As I told you at a recent meeting, there is no doubt in my mind but that this territory is doing as many novel exploitation stunts, putting over as many good campaigns, has as many merchandising ideas as any section of the country, and yet we have been rather selfish inasmuch as it is a rare occasion when we send any of these ideas to Mr. Serkovich for publication. As I have repeatedly told you, it is very fine for us to get up a good campaign that will either increase our box-office receipts or offset a slump, but we should not stop there and we are not fair to our company when we do. It is going to bring a lot of praise to each of you if you not only insist upon these ideas and campaigns being submitted to Mr. Serkovich, but you are charged with the responsibility of seeing that they are sent in.

Let's see some of your campaigns published in PUBLIX OPINION. Let's flood Mr. Serkovich's office with novel ideas and selling angles and suggestions to offset any slump that may come along. But, on the other hand, don't send in to his office any worn out or old ideas that are not unusual exploitation stunts because Mr. Serkovich understands and appreciates that these are being done regularly.

Yours very truly,  
Barry Burke, Division Man.

### BASSIN IN NEEDHAM

Peter J. Levine has succeeded Charles Bassin as manager of the Publix Capitol Theatre in New Bedford, Mass. Bassin replaces J. V. Shea, resigned, as manager of the Paramount, Needham, Mass.

## PARENT-TEACHERS ASSOCIATION ENDORSES THESE 27 PICTURES

From Madeline Woods comes the following list of pictures endorsed by the Parent-Teachers Association. There should be no difficulty getting entry to school bulletin boards or arranging contests or tie-ups with any of these. Make a copy of this list and use it when you play any of these pictures.

Big News  
Disraeli  
Fast Company  
Flight  
Girl in the Show  
The Great Divide  
The Hottentot  
Illusion  
Marianne  
Mr. Antonio  
Mother's Boy  
Rio Rita  
Sailor's Holiday  
Stairs of Sand  
Side Street  
They Had to See Paris  
The Thirteenth Chair  
Why Bring That Up  
Words and Music  
Welcome Danger  
The Flying Marine  
His Lucky Day  
Eternal Love  
Speedway  
The Four Feathers  
Mysterious Island  
She Goes To War

### Owl Club Organized In Cedar Rapids, Ia.

A new twist to the conventional Midnite Show, or Midnite Matinee as it is sometimes called, is the formation of an Owl Club in Cedar Rapids, Ia. Harry Herman, manager of the Paramount Theatre, started this movement to promote attendance for his midnite shows scheduled for every Friday night.

The popularity of the shows is spreading rapidly for each week finds many new members of the Owl Club at the theatre to attend the regular meeting held on Friday nites. Before the showing of the feature attraction scheduled for opening the next day, the members are permitted to dance in the spacious lobby of the Paramount Theatre.

## GOOD ARGUMENT HELPS TO SELL AD TIE-UPS

Theatre advertising and publicity men seeking ad tie-ups with merchants are given a potent selling argument in the statement of Kenneth Collins, publicity director of R. H. Macy & Co., who told members of the Advertising Club in New York that \$215,000,000 a year are wasted by advertisers because their ads bore the public.

Publix showmen will do well to bring this to the attention of the merchants in their community. An authority such as Mr. Collins can not be doubted. Inasmuch as your merchandise is entertainment—a distinct anti-boredom commodity—it should not be difficult to impress merchants with the value of using stills of your screen or stage stars in their ads or tying up generally with such a sure-fire, entertaining eye-catcher as the theatre.

## MANAGER BOOSTS HIS 'RIVAL' SHOW

A novel stunt was instituted by Manager M. L. Semon of the Publix-Keith's Georgia, Atlanta, who ran an enthusiastic selling trailer on "The Virginian" at the "rival" Paramount Theatre in the same town on December 9. The trailer read that, although a manager seldom boosts a show at a rival theatre, yet this particular picture is so outstanding that he cannot help but urge his patrons to see that picture. The trailer then went on to give a detailed account of the excellence of "The Virginian."

## SPECIAL ARRANGEMENTS

Completed and Available for Stage Bands  
In the New York Paramount Theatre Library.

The Man I Love  
Jazz Patrol  
Beloved  
Chiquita  
Constantinople  
Coquette  
Diane  
Fortune Teller  
Get Your Man  
In My Bouquet of Memories  
In The Evening  
Log Cabin of Dreams  
Memories of France  
Just Like a Melody Out of the Sky  
Mother Goose Parade  
My Heart Stood Still  
Salty  
Saint Louis Blues  
Song of the Vagabonds  
It Goes Like This  
Memories of Victor Herbert  
Angela Mia  
Slavische Rhapsody  
Dream Tango  
Crazy Rhythm  
Get Out and Get Under the Moon  
Cavalleria Rusticana  
On the Road to Mandalay  
Hail, Hail, the Gang's All Here  
Back in Your Own Back Yard  
Oh, You Have No Idea  
Moonlight and Roses  
Too Busy  
Uncle Tom's Cabin  
Chloe  
Tiger Rag  
Old Man Sunshine  
Dempsey-Tunney Fight  
Roses of Yesterday  
Rhapsody in Blue  
Deep Blue  
Second Hungarian Rhapsody  
Three-In-One Overture  
Another Kiss  
Sonny Boy  
Milenberg Joys  
I Must Have That Man  
Rainbow 'Round My Shoulder  
I Can't Give You Anything But Love  
Jeannine  
Blue Shadows  
All by Yourself in the Moonlight  
Sweethearts on Parade

Where the Shy Little Violets Grow  
Doing the Raccoon  
When Summer Is Gone  
Precious Little Thing Called Love  
Let's Do It  
Me and the Man in the Moon  
I'll Get By  
How About Me  
Mi Amado  
Blossoms  
I'll Never Ask For More  
Caressing You  
The One That I Love, Loves Me  
Sweetheart of All My Dreams  
Alsace Lorraine  
My Angelina  
The Song I Love  
Barbara  
Are We Downhearted  
Pretty Girls and Melodies  
Deep Night  
If I Had You  
Louise  
Dream Train  
Just a Kiss to Remember  
Mean to Me  
Shut the Door, They're Coming  
Through the Window  
Tia Juana  
Building a Nest For Mary  
Honey  
Down Amongst the Sugar Cane  
Forgotten Kisses  
American Tune  
Baby, Where Can You Be  
Ain't Misbehavin'  
On the Alamo  
Desert Song  
Madame Butterfly  
I'll Always Be in Love  
Feeling I'm Falling  
Glorifying the American Girl  
You Were Meant For Me  
They All Fall In Love  
Schertzing (Medley)  
Louise (Medley)  
Pagan Love Song (Medley)  
Here We Are  
Revolutionary Rhythm  
You Were Meant For Me  
In the Hush of the Night  
Collegiate Sam  
You're a Million Dollar Baby  
Flippity Flop



## Joliet Takes Street Car Hunch

Playing good ball with the Bad Weather Hints, suggested by M. M. Rubens and printed in PUBLIX OPINION in November, City Manager Roy Rogan of Joliet, Illinois, scored neatly in a street car tie-up the details of which deserve reprinting in full.

Every street car and bus in Joliet displays posters front and rear reading, "FREE Ride Home Monday Nights from PUBLIX THEATRES. Save Parking Worry."

On the inside of each vehicle, on either end, are cards announcing, "DO YOU KNOW You Can Take Your Family to the RIALTO, ORPHEUM and CRYSTAL THEATRES on MONDAY NIGHTS on the street car and get a free ride home??? Ask Car Operator."

On Sunday, the transportation company ran a four-column, eleven-inch ad on the theatre page announcing the tie-up.

Car operators handed out 5,000 cards in four days with the following copy:

"Good for one outbound fare from Joliet loop district Monday night after 7:00 P. M. on date stamped by Rialto, Orpheum, or Crystal Theatres. The Publix Theatres have arranged with the Chicago and Joliet Electric Ry. Co. to give the theatre-goers round trip transportation for one fare on Monday nights."

NOTE: This card must be stamped when theatre ticket is purchased."

In addition to the above the transportation company has agreed to use 120 inches more of newspaper advertising, making a total of more than 150 inches for the four-week period of the tie-up.

There was absolutely no cost to the theatres except the printing of cards, and running a trailer in each theatre and a two-inch box topping the regular theatre advertising. NO REDUCTION WAS MADE IN ADMISSION PRICES, NOR AGREEMENT MADE TO SHARE ANY PART OF THE STREET CAR FARE REDUCTION.

Although the tie-up is for Monday nights only, the street cars carry the copy during the entire week so that the theatres cash in daily on the exploitation. Mr. Rogan reports that the street car officials are highly pleased with the results.

## FREE RIDES ON MONDAY NIGHTS

Note the box in this ad—"Free Ride—Monday Nights—To Theatre Goers!" In four columns, eleven inches of space the transportation company of Joliet portrayed the advantages of street car travel. In the box it told the story of free rides to Publix patrons. This ad, and many more that came later, did not cost the circuit a penny!



## Your Traffic Problem Solved!

No more struggling through traffic jams---  
No more parking problems--- Just---

USE STREET CARS---LEAVE YOUR AUTO at HOME

### Free Ride --- Monday Nights --- to Theater Goers!

On Monday nights, each Inbound Street Car and Bus passenger will be given a card that is good for one Return Fare between 7:00 P. M. and 11:45 P. M., provided the holder buys a Ticket to either the RIALTO, ORPHEUM or CRYSTAL THEATER and has his Card stamped at time Theater Ticket is purchased.

Go to the Theater Monday Night, the Street Car Way

CHICAGO & JOLIET ELECTRIC RAILWAY CO.

## WATCH THESE VICTOR DISCS FOR TIE-UPS

For your information, quoting from the advance list to Victor dealers:

"You can do wonders with this weekly release . . . and it offers so little resistance that sales effort put behind it will result in riotous business! Each and every selection is attractive. Helen Kane's record, 'Aintcha' from the motion picture which she has recently made is the feature. Her style seems more realistic than ever on this recording . . . the song is bound to go over big."

"Record No. 22192

(Aintcha—from Paramount picture POINTED HEELS—Helen Kane)

(I have to Have You—from Paramount picture POINTED HEELS—Helen Kane)

"Clever little Helen Kane is here again in two songs which just suit her. They are both from her most recent motion picture and are full of all the vocal tricks which characterize her work. The melodies are catchy—so's the rhythm . . . but what's the use of trying to describe the record . . . you have to hear it to get the personality of this actress whose singing is so realistic that you'll be looking around the room to see if she's not there in person. She certainly makes herself very clear in both these selections. Let your customers hear her . . . let them judge for themselves the entertaining quality which Miss Kane puts over so charmingly."

"Record No. 22194 (My Sweeter Than Sweet—foxtrot from Paramount picture, SWEETIE—Leo Reisman and His Orchestra.)

"The smooth quality which makes Reisman's playing so popular is evident on this coupling of fox trots. The A side, 'My Sweeter Than Sweet,' from the picture SWEETIE, is a dreamy melody in slow tempo with warm sax tones interwoven with the violin. The vocal refrain is attractively sung and has a particularly fine accompaniment. The piano is prominently featured too, as are other instruments.

The LAUGHING LADY makes use of Victor Schertzinger's tuneful waltz, 'Another Kiss,' published by Famous Music Corp. This is repeated instrumentally and also sung by Nino Martini once. Martini does not appear but sings this offstage.

For your information, the title of the song is mentioned in dialogue between Clive Brook and the orchestra leader, when Clive Brook asks for the title of the waltz, which is the only tune to which he is able to dance.

(This is the same tune that was sung by Nancy Carroll in MANHATTAN COCKTAIL, one of last year's Paramount pictures.)

### Three Midnight Shows in Tri-City District

Plans for special New Year's Eve midnight shows are well under way in the Tri-City district in Iowa. The Fort, Columbia, and Le Clair Theatres will start selling reserved seat tickets three weeks in advance, charging 75 cents. This will be done largely through the screen trailer and through notices in the regular theatre ads making any unusual advertising expenditures unnecessary.

### SWIGER TRANSFERRED

Holden Swiger was transferred from the Palace Theatre, Dallas, to the Kirby Theatre, Houston.

## DO YOU SELL TICKETS OR DO YOU SELL YOUR PUBLICITY?

A flood of material that comes to the attention of the editor of PUBLIX OPINION indicates that a great many Publix merchandisers are MAKING THE HORRIBLE SELLING MISTAKE of saturating their sales-mediums and consequently their community with consciousness of the selling effort, such as contests, etc., rather than creating the desire for the entertainment offered.

The method becomes the dominating thing, instead of the result. Because of this, we have many "showmen" who will say that "in spite of their huge campaign on a certain attraction, it flopped."

Of course it flopped. Instead of popularizing the attraction with tempting copy, all of the temptation was used up in the selling of the contest.

W. K. "Bill" Hollander, of Publix-Balaban & Katz, who is one of the most expert and effective merchandisers in the industry starts his every enterprise by nailing down all the loose-ends that might dissipate ticket-buying enthusiasm. Until he assures himself that "the show is the thing," he doesn't start. His contribution to the early and continuous success of Balaban & Katz has made him an outstanding leader of that small but notable group of first magnitude showmen of America. Your Editor, as one of his former colleagues, knows first-hand that Mr. Hollander's effectiveness is due mainly to his inviolable rule against letting his "stunt" or promotion dominate its purpose.

A Publix-B & K "Radio Show" supplement of a newspaper would be 90% ticket-selling medium, and 10% radio-set salesmanship—or else there'd be no supplement and no radio-show in a glittering million dollar theatre with a ready-made crowd.

If what you plan to do sells tickets, then do it. Otherwise, don't waste the time and material your company is paying for. The company can't afford to do it, and you can't afford to do it against the experience of your chiefs. When you stubbornly insist on riding to a flop, you're inviting candidates to look over the attractiveness of your present job and its possibilities for future-career.

### EVERYBODY'S "SWEETIE"!

A "Sweetie" channel lettering sign atop the Publix Michigan Theatre in Detroit attracted plenty of attention, due to its unique character. Art Schmidt, director of Publix Advertising in the motor and theatre city, arranged to have the sign read in three different manners, namely—"MY SWEETIE,"—"YOUR SWEETIE,"—"OUR SWEETIE."

In viewing the "Sweetie" flasher sign in the morning when the lights were turned off, the letters read in this manner: MYOUR

"SWEETIE"

The bulbs were of a cherry hue, and carried the spell of romance, youth and pep into the hearts of thousands of people that read the sign every day,—and entered to enjoy "Sweetie."

The Nancy Carroll picture remained for a second week at the Publix Michigan Theatre. FIRST TIME TO BREAK THE WEEKLY POLICY SINCE ITS OPENING THREE YEARS AGO!

### CHANGE AT MARION

Arthur Smith replaces J. C. King as manager of the Paramount Theatre, Marion, Indiana.



YOU HAVE THE  
MERCHANDISE  
SELL IT!

# Publix Opinion

The Official Voice of Publix

YOU HAVE THE  
MERCHANDISE  
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Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of December 13th, 1929

No. 14

We hope, through sensible scrutiny of Publix expenditures by the cost-control committee, to make funds available for expansion and operation helps. We expect and want ideas for advisable economies!

—SAM DEMBOW, Jr., Executive Vice President

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

## Publix Opinion

Published by and for the Press Representatives and Managers of  
**PUBLIX THEATRES CORPORATION**

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

Contents Strictly Confidential

## SAYS MR. KATZ

"If I only had one theatre to run, as I pleased, with the sole responsibility of making it a profitable investment, there are a great many things I would do that would be astonishing," declared President Sam Katz recently to PUBLIX OPINION.

"The latitude for resourcefulness and initiative that is present now in a single operation, is without limit. The showman who is willing to investigate the true values of precedent and tradition and make his own decisions as to whether they should be followed and improved upon, or discarded, is the showman who some day will take his place as one of the noted figures in the industry. The operator of a single theatre has no one to whom he can offer an alibi. He succeeds or fails because his own efforts and resourcefulness either provide or fail to provide a solution to his problems.

"All of us are young and active enough, and this business itself is young enough to offer ample room for creative thought and action. I am glad to see in a great many of our operations that Publix has the kind of manpower and brain-power which constantly demonstrates the truth of this. These are the men who are the worthwhile showmen in the organization. The habit-bound slaves of custom who follow routine only, and create nothing, are missing a large part of the enjoyment and opportunity that is before them."

## PARAMOUNT AND BRAINS

Starting with the history-making "Interference" and "The Doctor's Secret," and followed by the unquestioned masterpieces of The New Show World, Paramount has done more than its share in combatting the envious, often ignorant and always unconvincing attacks of the alleged intelligentsia on motion pictures. The "intellectuals," it appears, are beginning to weaken.

Proof of this is found in a recent column of Heywood Broun, one of the most astute, intelligent and widely read columnists in America—the chosen idol of the intellectuals. Mr. Broun writes daily for the New York Telegram and his column is syndicated throughout the country by the powerful Scripps-Howard chain of newspapers.

In his column, the celebrated writer registers his annoyance at the unintelligent criticism so often levelled at the motion picture industry "that it is intellectually deficient." He expresses his conviction that an activity which has so indubitably earned the support of the people must be and IS directed by people of brains, intelligence and talent.

To us in the industry, this is an old story. PUBLIX OPINION has often dwelt upon it. However, the significant thing is that this conviction is slowly but surely beginning to seep through the encrusted prejudices of the "intellectuals." We in Publix should take a particular pride in the brilliant role played by Paramount in breaking down this deeply rooted antagonism by the sheer excellence of its pictures.

However, the battle is only half won. It is the duty of all in Publix to impress upon the public, by whatever medium is at their disposal—news stories, ads, radio, trailers—that Paramount Talking Pictures enlist the choicest brains in the world for every phase of activity. The most distinguished writers, painters, decorators, musicians, technical experts, directors and actors that the art and science centers of the world afford, are finding unhindered and inspirational expression of their craft in Paramount Talking Pictures. **SELL THIS THOUGHT!** For convincing and irrefutable proof, just submit a list of the last few Paramount pictures that played your theatre.

## SOUND TIPS

From Publix Department of  
Sound and Projection.

HARRY RUBIN, Director

### SOUND BULLETIN NO. 38

#### Projection Room Reports.

The condition of Weekly Projection Room Reports reaching the home office makes it necessary to draw attention once more to the desirability of listing any and every trouble under "Remarks," at the bottom of the sheet, no matter whether it is explained above or not.

If your screen is dirty and you say so in the proper place do not hesitate to write in "Screen dirty" under "Remarks" as well. The same applies to every other form of trouble or suspected trouble. It does no harm to mention it twice.

Every report reaching the home office is given two readings. The second reading is entirely thorough, and intended to turn up not only those troubles of which the projectionist complains, but others that may be indicated by the meter readings or otherwise, and of which he himself may be unaware. But the first reading is more sketchy and designed only to catch those obvious matters which may be in need of prompt attention.

The moral is plain. If you want your difficulties to get the promptest possible attention, mention them under "Remarks."

### Governor of Kansas Praises "The Virginian"

The following is an excerpt from the letter of George S. Baker, manager of the Publix Newman Theater, Kansas City.

"During the run of 'The Virginian,' Governor Reed of Kansas was in Kansas City to attend the American Royal Convention. An invitation was extended to the governor and his party, who attended the eight o'clock performance and commented on the picture. He and his party enjoyed the show very much, the governor said, as 'The Virginian' is his favorite book."

### Midnight Shows Draw on New Year's Eve

Midnight shows for New Year's Eve are being planned by the theatres of Omaha and by the Broadway, Council Bluffs. The Paramount and World Theatres will sell tickets three weeks in advance charging \$1.00 admission. State-O-mah-a and Broadway-Council Bluffs will run straight pictures and will charge fifty cents.

## AT YOUR NEW YORK THEATRES

**WEEK OF DEC. 13**  
**THEATRE PICTURE**  
Paramount,  
The Marriage Playground  
Rialto.....The Virginian  
Rivoli,  
The Taming Of The Shrew  
B'klyn Paramount,  
The Marriage Playground  
Criterion (\$2),  
The Love Parade

## FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

### LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Runn'g Time
	Pointed Heels—7 reels (AT)...	Paramount	5300	61 min.
	Lost Zeppelin—8 reels (AT)...	Paramount	6550	73 min.
	Laughing Lady—8 reels (AT)...	Paramount	7100	79 min.
	Its a Great Life—11 reels (AT)...	M-G-M	8430	94 min.
	Vagabond Lover—8 reels (AT)...	R-K-O	5900	66 min.
	No, No, Nanette—10 reels (AT)...	1st National	8880	99 min.
	(AT)—All Talking			

### LENGTH OF TALKING SHORTS

#### PARAMOUNT

Pointed Heels (Trailer) .....	260	3 min.
Marriage Playground (Trailer) .....	290	3 min.
On the High C's .....	890	10 min.
News No. 37 .....	900	10 min.

#### WARNER

895 Dead or Alive .....	820	9 min.
904-5 Bert Lahr "Faint Heart" .....	1350	15 min.
913 Arust & Ellis "Rhythm in Blue" .....	650	7 min.
918 Pack Up Your Troubles .....	760	9 min.
920 Fisher & Hurst "Apartment Hunting" .....	640	7 min.
3179-8 Finders' Keepers .....	1930	22 min.
3238-9 Flattering Word .....	1920	21 min.
3333 Dead Line .....	795	9 min.
3335 For Sale .....	505	6 min.

### Length of Synchronous Shorts

#### PATHE

Review No. 8 .....	927	10 min.
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### Length of Non-Synchronous Shorts

#### PARAMOUNT

News No. 37 .....	785	9 min.
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## GLEASONS MAKE ANOTHER TALKIE

James and Lucille Gleason are starting to make their repeat appearance in the Christie series of talking plays in a story by James Gleason about an invisible husband. The picture is being filmed with John Litel and Helen Mehrmann in support.

Charlie Murray will start in "The Duke of Dublin," by Vernon Smith, Murray's first appearance in the Christie series.

The studio is just finishing work on Taylor Holmes' third picture, "Let Me Explain," based on Kenyon Nicholson's play, "The Anonymous Letter." Appearing

with Holmes are John T. Murray and Vivien Oakland, and the picture is being staged by A. Leslie Pearce.

Another Christie Talking Play just completed is Louise Fazenda in "So This is Paris Green," Kenyon Nicholson's burlesque on the familiar Parisian Apache theme, with Louise Fazenda as the queen of the underworld, Bert Roach as her husband, and Georgie Stone as the lover.

### NEW PUBLIX THEATRE

Publix has taken over the management of the Terrace Theatre, Danville, Ill. L. C. Worley, city manager of Danville will be in charge of the operation.

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